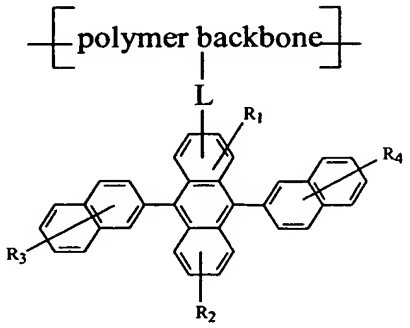
**CLAIMS:**

1. An electroluminescent device comprising an anode, a spaced-apart cathode, and polymeric luminescent materials disposed between the spaced-apart anode and cathode, the polymeric luminescent materials includes pendant 9,10-dinaphthylanthracene-based polymers having a repeating unit of the formula




wherein:

$R_1$, $R_2$, $R_3$, and $R_4$ are the same or different, and are each individually hydrogen, or alkyl, or alkenyl, or alkynyl, or alkoxy, or amino wherein alkyl, alkenyl, alkynyl, alkoxy or amino can have from 1 to 40 carbon atoms; or aryl of from 6 to 60 carbon atoms; or heteroaryl of from 4 to 60 carbons; or F, or Cl, or Br; or a cyano group; or a nitro group; and

L is a direct bond between 9,10-dinaphthylanthracene and polymer backbone or a carbon linking group having 1 to 40 carbon atoms or a non-carbon linking group having 0 to 40 carbon atoms.

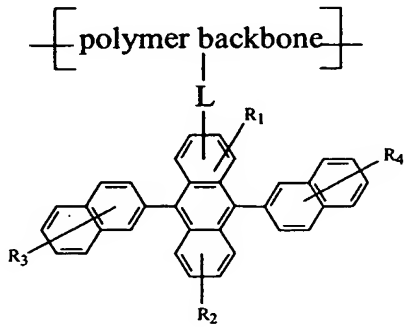
2. The electroluminescent device of claim 1 wherein the polymer backbone includes a vinyl polymer backbone, polyacetyl, polyether, polyurethane, polyimide, polyamide, polyurea, polyester, polyketone, polycarbonate, polysiloxane, polyarene, poly(arylene vinylene), or poly(arylene acetylene).

3. The electroluminescent device of claim 1 wherein the polymer backbone is a vinyl polymer backbone.

4. A method of making an electroluminescent device, comprising:

a) providing an anode and a spaced-apart cathode; and

b) depositing a luminescent polymer between the anode and spaced-apart cathode and including a polymer having pendant 9,10-dinaphthylanthracene-based structure represented by repeating unit of the formula




wherein:

$R_1$, $R_2$, $R_3$, and $R_4$ are the same or different, and are each individually hydrogen, or alkyl, or alkenyl, or alkynyl, or alkoxy, or amino wherein the alkyl, alkenyl, alkynyl, alkoxy or amino can have from 1 to 40 carbon atoms; or aryl of from 6 to 60 carbon atoms; or heteroaryl of from 4 to 60 carbons; or F, or Cl, or Br; or a cyano group; or a nitro group; and

L is a direct bond between 9,10-dinaphthylanthracene and polymer backbone or a carbon linking group having 1 to 40 carbon atoms or a non-carbon linking group having 0 to 40 carbon atoms.

5. An electroluminescent device which includes a spaced-apart anode, a cathode, and a polymer disposed between the spaced-apart anode and cathode, the polymer being doped with one or more fluorescent dyes, phosphorescent dopants, or other light emitting material.